



*It's like a*  
**WHOLE OTHER COUNTRY**

# TEXAS TOURISM FY 2016 MARKETING PLAN

*United States*

## OVERVIEW:

Visitor volume to U.S. destinations increased by 4.4% in 2014 with leisure travel growing slightly faster than business (4.5% and 4.2% respectively). Popular activities for U.S. travelers on either a leisure or business trip in 2014 include visiting friends and relatives, a culinary/dining experience, shopping, visiting historic sites, nightlife, touring/sightseeing, concerts/theatre/dance, museums/art exhibits, parks (national or state), and others.

Marketing and public relations activities will encourage engagement around these activities along with other events and attractions around the state of interest to travelers. Unique Texas experiences will be highlighted in traditional media, hybrid media, social media and owned media through a comprehensive public relations program. Marketing and public relations activities will target consumers, media and travel trade audiences in key domestic markets.

The visitor data below represents all domestic travel to Texas destinations (leisure, business, resident, non-resident, day trip or overnight) while the target audience data looks at non-resident overnight leisure visitors to Texas only. On average, travelers from outside of Texas stay longer and spend more per visit than in-state travelers.

## VISITOR DATA:

Domestic visitor volume to Texas destinations in 2014 was estimated at 243 million person-stays (visitors), an increase of 4.2%. Leisure travel related purposes account for roughly 70% of domestic travel to or within the state with the remaining 30% for business related purposes. Business travel increased faster than leisure travel at Texas destinations in 2014 (6.3% versus 3.4% respectively), following two years of leisure travel being the faster growing segment. The table below shows top Texas destinations for domestic travel by Metropolitan Statistical Area (MSA's) and rural or counties not within an MSA.

### DOMESTIC VISITORS TO TEXAS DESTINATIONS (2014)

Top Five Texas Destinations by MSA (millions)		Texas Destinations by MSA (3,000,000 - 6,000,000 visitors)	Texas Destinations by MSA (1,000,000 to 3,000,000 visitors)
Dallas-Fort Worth-Arlington	49.3	Lubbock Amarillo	Tyler
Houston-Baytown-Sugarland	40.7	College Station-Bryan Waco	Longview Midland Texarkana
San Antonio	31.7	Killeen-Temple-Fort Hood Brownsville-Harlingen	Sherman-Denison Wichita Falls
Austin-Round Rock	22.6	Abilene Beaumont-Port Arthur	Laredo Victoria
Corpus Christi	8.95	El Paso McAllen-Edinburg-Pharr	San Angelo Odessa

Note: Rural or counties not within an MSA was 35.7 million. For MSA definitions visit:

[www.census.gov/population/metro/](http://www.census.gov/population/metro/)

Source: Data displayed in Person-Stays (visitors), D.K. Shifflet & Associates.



**It's like a**  
**WHOLE OTHER COUNTRY**

# TEXAS TOURISM FY 2016 MARKETING PLAN

*United States*

## TARGET AUDIENCE:

In 2014, non-resident leisure travel to Texas continued to grow across all measures. Visitor volume increased by 5.3% which was higher than overall leisure travel across the state. Non-resident overnight leisure travelers to Texas stayed an average of 3.4 nights and spent an average of \$114 per person per day. Summer and spring were the most popular travel seasons. Travelers who participate in any activity on average are more valuable, with higher per party spending than those who do not participate in an activity on their trip.

**NON-RESIDENT OVERNIGHT LEISURE VISITORS PROFILE (2014)**

Average Trip	Popular Travel Seasons	Top Activities
Length of Stay - 3.4 nights Daily Spending - \$114	Summer (32%) Spring (29%) Winter (22%) Fall (17%)	Visit Friends/Relatives Culinary/Dining Shopping Historic Sites Touring/Sightseeing Museums/Art Exhibits Nightlife Parks (National/State) Concerts/Theater/Dance

Texas draws visitors from across the country. The top ten origin Designated Marketing Area's (as defined by Nielsen Media Research, Inc.) in 2014 for non-resident overnight leisure travelers to Texas, accounting for 32.4% of travel, were Oklahoma City, OK; New York, NY; Los Angeles, CA; Tulsa, OK; New Orleans, LA; Albuquerque–Santa Fe, NM; Little Rock–Pine Bluff, AR; Chicago, IL; Phoenix, AZ; and St. Louis, MO. The top five states, accounting for nearly 40% of travel, were Louisiana, California, Oklahoma, New York and Florida.



*It's like a*  
**WHOLE OTHER COUNTRY**

# TEXAS TOURISM FY 2016 MARKETING PLAN

*United States*

Media Missions and Events:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
Society of American Travel Writers Convention	Oct 4-9, 2015	Las Vegas, NV
NYC Media Mission	Oct 20-21, 2015	New York City, NY
Southern Living Editorial Media Mission	Feb 2016	Birmingham, AL
Near Market Media Mission	April 6, 2016	Atlanta, Georgia
Travel Media Showcase	Aug 2016	Grapevine, TX
Travel Trade Events:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
RTO Summit	Nov 16-17, 2015	Orlando, FL
Texas Association Market Event in D.C.	Dec 9, 2015	Washington, D.C.
American Bus Association	Jan 9-12, 2016	Louisville, KY
Go West Summit	Feb 22-25, 2016	Anchorage, AK
IPW	June 18-22, 2016	New Orleans, LA
Reverse Receptive Sales Mission	July 1, 2016	TBD
Travel Industry Events:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
TTIA Travel Summit	Sept 20-23, 2015	San Antonio, TX
TTIA Unity Dinner	Feb 23, 2016	Austin, TX
WTTC Global Summit	Mar 5-9, 2016	Dallas, TX
TTIA Texas Travel Fair	TBD	TBD
Texas Travel and Tourism Week	May 1-7, 2016	Austin, TX
DMAI Annual Conference	July 31 – Aug3, 2016	Minneapolis, MN
Texas Association of Convention Visitors Bureau Annual Conference	Aug 15-19, 2016	El Paso, TX
ESTO 2016	Aug 27-30, 2016	Boca Raton, FL